

Somewhere Pac-Man Must Be Blushing

By Tom Green, Gannett News Service

NORTHridge, Calif.— Since the news got out about his X-rated video games, Stuart Kesten's telephone has been ringing so briskly that he doesn't like to take even a minute to discuss his product for fear of missing another order.

He is marketing the first adult home-video game cartridges for the Atari crowd, a legion thought to number in the neighborhood of 12 million.

"Videotape recorders were nothing until the X-rated tapes came along," he said. "The video disc remains comatose today because there's no adult product for them."

Kesten has dreamed up three game cartridges that should begin arriving in two weeks, primarily in video and record stores around the country.

One is harmless enough. You would hardly have to shoo the kids out of the room.

Called Bachelor Party, it's really a variation of the popular game cartridge Super Breakout.

The second, called Custer's

Revenge, is more sophisticated and explicit. The object: A naked little guy has to reach the naked Indian maiden before he gets done in by a barrage of arrows.

Don't be alarmed by all this nudity. If you've spent time with an Atari, you know it hasn't advanced much beyond cartoon stick figures. Only the rare cartoon stick figure is erotic. It doesn't matter how naked the Atari people get, they still look like rocket ships.

Of course, what happens when the little guy succeeds in reaching his maiden...well, it's not waves crashing on the shore.

The third game, Beat 'Em & Eat 'Em, abandons good taste and certainly will not be discussed here.

"The objective of all of these games is to entertain," Kesten said. "There's a high level of intensity when you play them. We use the same chip that Atari and Activision use."

By the end of next year, his American Multiple Industries firm plans to have 24 adult cartridges available.

But is the world ready for computer sex?

Kesten's research has determined that a full third of *Penthouse* subscribers own Ataris, and that type of audi-

ence is his prime target.

Also, if a guy can afford *Penthouse*, he probably can afford Kesten's cartridges, priced at \$49.95 each, well above kid-game cartridges. Packages will be marked for sale to adults only.

"To the video stores, we're a savior right now," says Kesten, who added that dealers and distributors think there's a big market for the adult games.

So the age of innocence has ended for the video toy market. It was bound to happen, but somewhere Pac-Man must be blushing.

Atari, meanwhile, disavows any connection with X-rated

Indians Fire on 'Custer's Revenge'

LOS ANGELES (AP)—Indian groups are protesting what they term a "disgusting" video-game cartridge, but the makers of "Custer's Revenge" say they won't pull their product off the market.

The game, which depicts a naked cavalryman whose goal is to have sex with an Indian woman, have drawn fire from the American Indian Movement and Indians United.

"It's absolutely disgusting," said Lois Red Elk of the AIM. She complains that the game, which is marketed by American Multiple Industries, is demeaning to women.

The firm was picketed by Indians during a New York video-game convention.

video games that have been advertised as being compatible with the Atari Video Computer System. The Sunnyvale, Calif., firm said its technology was designed only for wholesome family entertainment. (Atari has since announced it is taking legal action against American Multiple Industries' sex-theme games.)

"Atari takes a very dim view of this use of our product," said Michael Moone, president of Atari's consumer electronics division.

"To say that Atari is responsible for this occurrence would be as illogical as censoring a camera company for making cameras because a few people take pornographic photographs."